



Please use the QR code to access additional messaging.

PIOs can access all OEA communications tools and assets at the OEA SharePoint site. That information can be found by clicking External Affairs at OneRDPortal.usda.gov/s/.



Together, America Prospers

Your USDA RD Pocket Guide

This pocket guide is a tool that can be used to lead you to resources on our USDA RD SharePoint meant to assist with telling your regional stories.

It is complete with prompts to help guide you to identify success stories, key messaging, key priorities, sample pitches and more to ensure you can accurately identify a story and effectively tell it.

For any assistance or support please reach out to your regional public affairs specialists

USDA RD Core Values

- Rural America matters: Providing the essentials our country depends on and grows our economy.
- We make impactful outcomes possible: A connector from business owners, to people, and communities to build brighter futures in rural America.
- We are uniquely positioned to help: Working with rural people and local community leaders to gain access to funds to help Rural America thrive.
- Rural development makes an impact: We invest in key areas of life that impacts rural livability.

What Makes a Great Story

- Identifies the problem and demonstrates how USDA RD is part of the solution
- Brings people and community to the forefront
- Includes supporting data and statistics as proof points
- Leverages third party voices like community leaders, voices, and organizations
- Illustrates positive impact

How We Connect to our Key Priorities

High Speed Internet: Reliable internet connection improves the functionality and reach of small businesses while opening doors to better jobs, healthcare and education for residents so they can thrive.

Clean Energy Transition: Communities that embrace the infusion of funds from the Rural Energy for American Program (REAP) will enhance the quality of life for residents of all ages in rural America, including older adults, to create a more supportive and attractive environment for economic investment.

Better Healthcare: Improved healthcare benefits a community's physical, mental and emotional health, allowing them to build prosperity on their own terms and grow in their rural communities.

Affordable Homes: Home ownership yields greater roots in a community and provides a valuable foundation for economic growth. Renting also provides opportunity to build out rural communities at a lower price point for residents.